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Confidential for Members

INFORMATIONAL MEMORANDUM

Subject: February Newsletter by Roy Norr

The anti-smoking "Norr Newsletter About Smoking and Health" for February 1959 contains several items of interest.

1. Norr gives a preview of the READER'S DIGEST piece by J. D. Ratcliff. Although saying that the full article is "unavailable" (at the time of writing), he quotes from the article and says it is "featured by bone-crunching details of an actual lung cancer operation."

This item is followed by a reference to the film entitled "Cancer by the Carton," and says that this picture shows the lung operation "which the DIGEST article described in words."

The Newsletter says "Inquiries for the film should be addressed to the American Cancer Society, 6840 Eastern Avenue, N. W., Washington 12, D. C."

(Note: The address given above is the address for the American Temperance Society, so it may be presumed that Norr made some kind of a slip, Freudian or not.)

2. A second item is devoted to a description of a letter written by ACS Executive Vice President Mefford Runyon to James P. Richards, president of The Tobacco Institute, Inc.

Norr says "On January 15, the Board of Directors of the American Cancer Society ordered a reply (to J. P. Richards) be made and that copies of the voluminous correspondence be furnished to all Division presidents and delegate members of the Society."

(Reference is made here to Mr. Richards' letter to Governor Kohler, chairman of the Cancer Society. Norr here shows intimate knowledge of the ACS action. Mr. Richards has no information that copies of the letter to him were distributed as Norr indicates.)

3. In a brief, two-paragraph item, Norr mentions the 1958 Report of the Scientific Director of the Tobacco Industry Research Committee with some scoffing remarks.

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cc: Tobacco Institute and TIRC Members
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